

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY

MS DOCKET NO. MS306416.1

ATTORNEY DOCKET NO. MSFTF514US

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: PAID INCLUSION LISTING ENHANCEMENT

the specification of which is filed herewith unless the following box is checked:

() was filed on _____ as US Application Serial No. or PCT International Application
 Number _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below and have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed:

| COUNTRY | APPLICATION NUMBER | DATE FILED | PRIORITY CLAIMED UNDER 35 U.S.C. 119 |
|---------|--------------------|------------|--------------------------------------|
| | | | YES: _____ NO: _____ |
| | | | YES: _____ NO: _____ |

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with

Customer No.

to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

| | | | |
|---|--------------------------------------|--|--------------------------------------|
| David Bartley Eppenauer Reg. No. 35499 | Martin L. Shively Reg. No. 33553 | Ronald O. Zink Reg. No. 35744 | Patricia E. Bornes Reg. No. 37038 |
| Stacy Quan Reg. No. 33760 | Jeffrey L. Ranck Reg. No. 38590 | Michael W. Bocianowski Reg. No. 28692 | John Weresh Reg. No. 32332 |
| Himanshu S. Amin Reg. No. 40,894 | Gregory Turcoy Reg. No. 36,952 | Jeffrey R. Sadlowaki Reg. No. 47,914 | Deborah L. Corpus Reg. No. 47,753 |
| Jeffrey D. Hale Reg. No. 40,012 | Eric D. Jorgenson Reg. No. 46,002 | Anthony DelZoppo Reg. No. 51,606 | John Ling Reg. No. 51,216 |
| Jeffrey Prulhiere Reg. No. 48,264 | David Grillo Reg. No. 52,970 | Vahid Sharifi Reg. No. 45,828 | |

Send Correspondence to:

Contact Name: Himanshu S. Amin
 Firm Name: Amin & Turcoy, LLP
 Firm Address: 1900 E. 9th Street, National City Center - 24th Floor
 City, State and Zip: Cleveland, OH 44114

Direct Telephone Calls To:

Contact Name: Himanshu S. Amin
 Contact Phone Number: (216) 696-8730

DECLARATION AND POWER OF ATTORNEY

ATTORNEY DOCKET NO. MSFTP514US

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Kenneth A. MossCitizenship: United StatesResidence: Mercer Island, WashingtonPost Office Address: 3312 94th Avenue SEMercer Island, Washington 98040

Inventor's Signature

Date

Full Name of Inventor: Eric WatsonCitizenship: United StatesResidence: Redmond, WashingtonPost Office Address: 17422 NE 28th StreetRedmond, Washington 98052

Inventor's Signature

Date

12/29/03Full Name of Inventor: Eytan D. SeidmanCitizenship: United StatesResidence: Seattle, WashingtonPost Office Address: 1450 E. Republican Street, #106Seattle, Washington 98112

Inventor's Signature

Date

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12/30/2003